Mastercard Incorporated / MA

Equity | Generated Nov 10, 2026 11:31 PM EST

Current price	Daily move	Bid / Ask	Previous close
$658.84	+3.03 +0.46%	$650.00/$659.16	$655.81

Market	**NYSE**
Industry	**Financial Services**
Market data as of	**Nov 10, 2026 11:31 PM EST**

JW Intelligence Report

Complete | 3 of 3 sections | Nov 10, 2026 6:50 PM EST

JW Rank	Rank label	Confidence	IV percentile
67.6 / 100	Constructive	high	28 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$650.00	$678.00	$635.00	73 / 100

Options stance	**bullish**
Tail-risk safety	**44 / 100**
JW Rank data coverage / as of	**100.0% | Nov 10, 2026 6:50 PM EST**

Key insight

MA Option Market Prices in Strong Bullish Sentiment

Market read

The MA option market displays a strong bullish sentiment, driven by elevated implied volatility, a steep upward sloping term structure, and positive technical indicators. Recent earnings beat expectations, driving analyst upgrades and price targets higher. While the stock is near recent highs, the underlying trend remains strong.

Strategy context

The market is pricing in continued upside potential for MA, driven by strong fundamentals and positive technicals.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Nov 10, 2026 2:03 PM EST**

Short-term scenario

Tactical long only on a pullback, not a chase. Trend is bullish, but price is extended near recent highs with RSI around 65, so 1-3 week risk/reward is only attractive with a defined entry and stop. Uncertainty is high: a failed retest of the $680 area or a broader risk-off move could produce a quick retracement toward the low-$640s.

Three-month outlook

Base case is modestly constructive. Double-digit revenue growth guidance, high incremental margins, buybacks, and services growth support earnings power, and the Street’s average targets imply mid-to-high single-digit upside from about $661, with a bullish tail toward $750-800. Uncertainty is material and should not be underweighted: the multiple is full versus some historical troughs, the stock has already rallied sharply (including roughly +35% over six months in some accounts), consumer and cross-border spending can slow, and regulatory or competitive pressure from digital assets remains a live risk even as Mastercard invests in those areas. A spending disappointment or multiple compression could erase the implied upside. These levels are approximate, not advice, and can change quickly with macro data or flows.

Market sentiment

High-quality recent posts are sparse. Constructive longer-term commentary treats MA as a high-margin payments compounder; one account noted a large gain after buying near $490 and that price strength has quieted earlier worries (regulation, stablecoins, agentic commerce). Another called selling below $550 a mistake. Quant-style notes cite analyst targets near $716 and healthy technicals while flagging expense growth as a risk. Promotional spam also appears. Overall tone among substantive accounts is mildly bullish to neutral, heavily influenced by the price trend rather than a fresh fundamental debate.

Supporting evidence

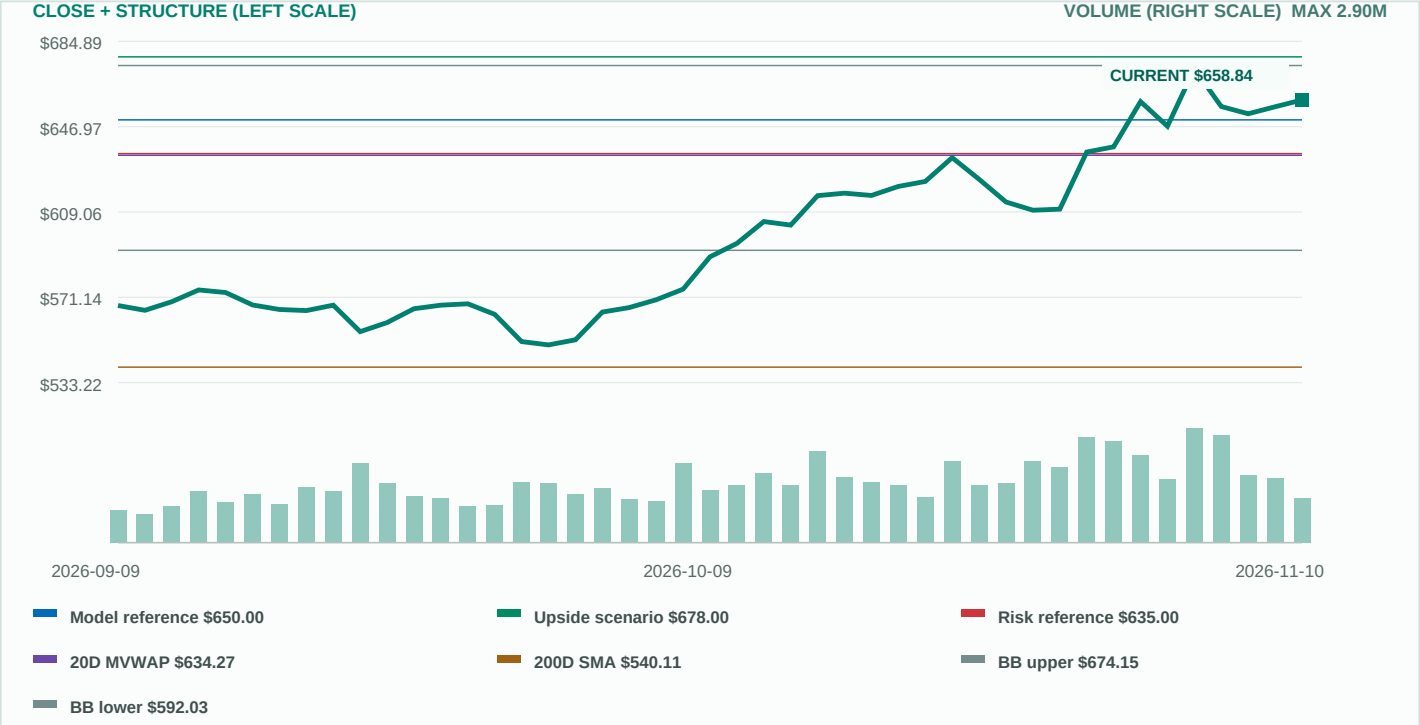
Implied volatility is elevated at 21.75%, suggesting market participants expect significant price movement in the coming weeks. | The term structure slopes upward, with near-term options more expensive than longer-dated options, indicating a bullish outlook for MA's future performance. | Technical indicators are strongly bullish, with the RSI above 60 and the MACD above its signal line. | Recent earnings beat expectations and drove analyst upgrades and price target increases.

Risk watch

MA's valuation is elevated, with a forward P/E ratio of 29.7. | A pullback in consumer spending or cross-border volumes could negatively impact MA's revenue growth.

Enhanced price structure

45 trading days with volume, model levels and current technical reference bands



45 complete trading-session observations

JW Rank factors

Score, source coverage and interpretation for each decision factor



Decision summary

Primary model reads before the detailed indicator appendix

Momentum	Institutional flow	Structure	Volatility
strong_bull	Above MVWAP	Above 200D trend	medium

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**STRONG BULL | neutral | MACD decelerating**
Trend signal	**STRONG BULL**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**64.18 / 65.75 / 65.34**
RSI velocity	**0.06**
MACD line / signal / histogram	**19.15 / - / 17.73**
MACD acceleration	**-0.20**
Stochastic K / D	**65.96 / 68.76**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**2.35**
20-day MVWAP	**$634.27**
Price vs 20-day MVWAP	**+3.87%**
Daily reference VWAP	**$657.40**
Price vs daily reference	**+0.22%**
Volume	**1.11M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**2.97**
20-day / 200-day SMA	**$633.09 / $540.11**
Bollinger range	**$592.03 - $674.15**
Bollinger position	**0.814**

Options and volatility intelligence

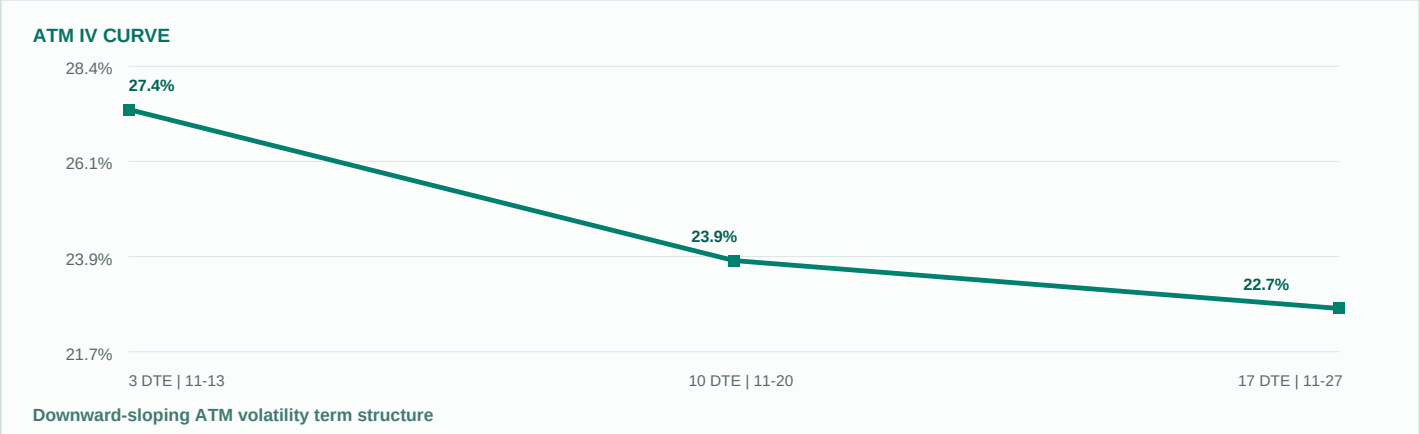
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
35 / 100	**28 / 100**	**99.17**	**150.34**

Market regime	**Calm**
Tail-risk regime	**HIGH TAIL RISK**
Term structure	**backwardation**
Term slope	**-4.61 pts**
Skew read	**balanced**
Liquidity / quote coverage	**100.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 10, 2026 2:38 PM EST**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



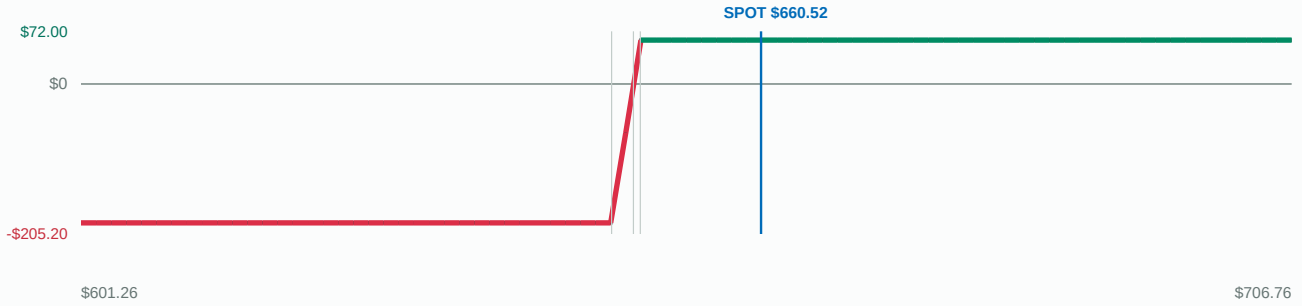
EXPIRATION	DTE	ATM IV	STATE
2026-11-13	3	27.4%	-
2026-11-20	10	23.9%	-
2026-11-27	17	22.7%	-

Reference spread payoff

Illustrative expiry profit/loss per one-lot structure, including quoted net credit

Bull Put Spread reference

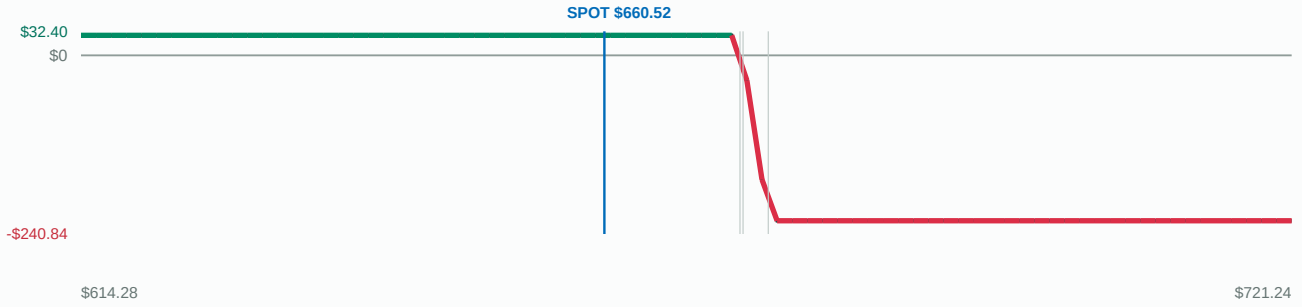
Short $650.00 | Long $647.50 | Width $2.50 | Net credit $0.60



Max profit $60.00 | Max loss -$190.00 | Break-even $649.40 | Per contract at expiry

Bear Call Spread reference

Short $672.50 | Long $675.00 | Width $2.50 | Net credit $0.27



Max profit $27.00 | Max loss -$223.00 | Break-even $672.77 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	**2027-01-28**
Earnings IV-crush risk	**NOT MEASURED**
VIX	**20.00**
VVIX	**99.17**
SKEW index	**150.34**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**144**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**144**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The MA option market displays a strong bullish sentiment, driven by elevated implied volatility, a steep upward sloping term structure, and positive technical indicators. Recent earnings beat expectations, driving analyst upgrades and price targets higher. While the stock is near recent highs, the underlying trend remains strong.

Options context

MA Option Market Prices in Strong Bullish Sentiment

Wheel context

The market is pricing in continued upside potential for MA, driven by strong fundamentals and positive technicals.

Observed evidence

Implied volatility is elevated at 21.75%, suggesting market participants expect significant price movement in the coming weeks. | The term structure slopes upward, with near-term options more expensive than longer-dated options, indicating a bullish outlook for MA's future performance. | Technical indicators are strongly bullish, with the RSI above 60 and the MACD above its signal line. | Recent earnings beat expectations and drove analyst upgrades and price target increases.

Principal risks to monitor

MA's valuation is elevated, with a forward P/E ratio of 29.7. | A pullback in consumer spending or cross-border volumes could negatively impact MA's revenue growth.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
$571.33B	**33.69**
ROE	Revenue growth
252.9%	**13.8%**
EPS growth	Operating margin
17.3%	**58.6%**
Net profit margin	Gross margin
46.7%	**-**
Free cash flow CAGR	Debt / equity
20.3%	**2.46**
Dividend yield	Beta
0.6%	**0.75**

52-week range

$464.52 - $681.99

Company or fund profile

Issuer identity and classification

Name	Market
Mastercard Incorporated	**NYSE**
Industry	Country
Financial Services	**US**
Currency	IPO date
USD	**2006-05-25**
Shares outstanding	52-week return
871.18M	**18.8%**
Book value per share	Revenue per share
$7.74	**$41.42**

Website	mastercard.us

Latest strategy observation

Most recent shared general market signal available when this report was generated

MA Covered Call signal

Nov 10, 2026 11:06 AM EST

Covered Call | 2026-11-20

At signal $656.09 | Current $658.84

SHORT **Option $660.00 B $8.40 / A $9.30**

Conservative | CR $8.85

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$14.50**
ATR as % of price	**2.2%**
Volatility environment	**medium**
Current IV	**21.8%**
IV rank	**35 / 100**
IV percentile	**28 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Nov 10, 2026 6:31 PM EST**

Technical health and risk radar

Derived indicator health and event context

Overall health	**82 / 100**
Trend health	**92 / 100**
Momentum health	**81 / 100**
Volatility health	**77 / 100**
Structure health	**69 / 100**
Earnings risk / date	**low | 2027-01-28**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**low**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$633.09 / $595.66 / $540.11**
EMA (9 / 21)	**$649.83 / $631.95**
Bollinger upper / middle / lower	**$674.15 / $633.09 / $592.03**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.814**
True high / low	**$661.84 / $651.53**
5-day true high / low	**$681.99 / $638.01**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	2.972	**-**
SMA50	1.273	**-**
MVWAP20	2.346	**-**
MACD	-0.203	**-**
RSI	0.062	**-**
Volume	-536833.000	**-**
ATR	-0.009	**-**
T1	-	**19.28 / 632.14 / 660.63 / 648.54**
T2	-	**19.48 / 629.74 / 659.59 / 638.01**
T3	-	**19.76 / 627.23 / 681.99 / 653.85**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$660.52**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 10, 2026 2:38 PM EST**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-11-13 | 3 DTE**
Front at-the-money IV	**27.4%**
25-delta skew	**2.06**
Put / Call 25-delta	**$650.00 Delta -0.261 / $672.50 Delta 0.237**
Median option bid/ask spread	**22.2%**
Bid/ask spread	**-**
Contracts observed / quoted	**144 / 144**

Price context

Last Price: 660.52 | Bid: 660.49 | Ask: 660.67 | Previous Close: 655.81 | Change: 4.71 | Daily change: 0.72% | Update Time: 2026-11-10T14:38:09.190197-05:00 | Latest History Date: 2026-11-10 | Latest History Price: 660.56

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-18 | Latest Date: 2026-11-10 | Latest Price: 660.56 | Max Drawdown 60d Percent: -8.31%

Fundamental context

Current Iv Percent: 21.75% | Iv Rank: 35.35 | Iv Percentile: 28.29 | Next Earnings Date: 2027-01-28 | Ex Dividend Date: 2026-10-08

Important disclosures

Scope, limitations, risk and permitted interpretation

General market information only

This report is general quantitative research and market commentary. It is not investment, legal, tax or accounting advice; it is not an offer, solicitation, order, recommendation or promise of performance. It does not consider any reader's holdings, objectives, financial circumstances, risk tolerance or suitability.

Model observations - not instructions

JW Rank, strategy fit, model reference, upside scenario and risk reference levels are model observations. They are not entries, price targets, stops, position sizes or instructions to buy, sell, open, close or hold a security or option. A higher score does not imply lower risk or a guaranteed favorable outcome.

Data, AI and model limitations

Prices, volumes, fundamentals, options data, news-derived context and model outputs reflect the timestamps shown and may be delayed, incomplete, revised or inaccurate. AI-generated explanations can omit context or produce errors. Models can fail when volatility, liquidity, correlations or market regimes change.

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Options risk

Options are complex and are not suitable for all investors. They may involve total or substantial loss, assignment, early exercise, margin calls, liquidity and spread risk, volatility and Greek exposure, event risk, regime shifts and expiration risk. Multi-leg positions may not execute or close at modeled prices.

Investor responsibility and ODD

Use current market information, assess suitability independently and consult qualified professionals when appropriate. Before trading listed options, read Characteristics and Risks of Standardized Options (ODD) available from the Options Clearing Corporation at theocc.com.

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Reference documents

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